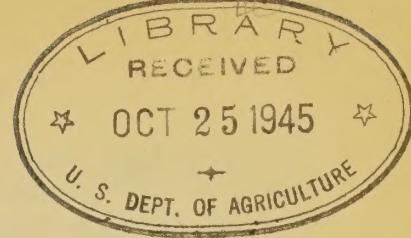


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Reserve

AAA INFORMATION CALENDAR--MARCH, 1940

Tips on Coming Events
and Developments in AAA



1. Conservation practices--From now through the spring season will be a good time for emphasising soil-building practices to be carried out under the 1940 AAA Farm Program. Special conservation problems or needs of an area or state could serve as news pegs for press and radio material. Examples of this might be the need for wind erosion practices in areas affected by droughts and what the AAA Program provides for controlling wind erosion. Other news pegs could be practices and farm operations that are especially timely--for instance, a release might point out the advisability of starting to build terraces early in communities where terracing machines are cooperatively owned. At the same time it could be pointed out that terracing is a soil-conserving practice encouraged by the AAA.
2. Farm and Home Radio Series--The national radio series, "Today's Soil for Today and Tomorrow," will include four broadcasts during the month. Dates and titles are: March 5--"Tree Planting", Kandiyohi County committee, Minnesota; March 12--"Cover and Green Manure Crops,"--county committeemen from Bertie, Warren, and Union Counties, North Carolina; March 19--"Strip-Cropping and Other Wind Erosion Control," Greeley County Committee, Kansas; March 26--"Lime and Phosphate for Permanent Pastures," Susquehanna County Committee, Pennsylvania. As pointed out before, this series illustrates how farmers have used and are now using AAA soil-building practices to meet their conservation needs. It is important that this information get out to farmers in your state.
3. Crop Insurance--As soon as the spring wheat crop insurance sign-up is complete, county fill-in releases could be prepared to show the number of crop insurance applications signed in the county, acres insured, production insured, and number of premiums paid. Comparative figures with 1939 could also be used. It could be pointed out, too, that crop insurance adds to the stability of farm income, since through it farmers are assured of a definite amount of wheat income each year.
4. The Ever-Normal Granary--When results of the re-inspection of sealed corn are available in the Corn Belt states, there will be a good opportunity to point out that corn in the Ever-Normal Granary is in good condition. Stories on both a state and county basis can be prepared.
5. Feature Stories--In the East Central Region local releases could be prepared in the states where the grant-of-aid program has greatly increased the use of lime and phosphate this spring. Counties will be working on present and future orders for these materials, and will have data necessary for county fill-in releases. Since the closing date for the 1940 Agricultural Conservation Program is August 31 in the East Central Region (except North Carolina), it is advisable for farmers to complete their orders as soon as possible.

Several possible feature stories have been suggested for the North Central States, and in others where the same material is applicable. (1) Because of the great interest in the grant-of-aid program, a feature on an individual farmer's pasture improvement program, illustrated with a picture showing the farmer applying triple superphosphate, might be worked up in the county. (2) In several North Central States, community committeemen plan to establish demonstrations of soil-building practices on their own farms, as suggested at the recent agronomy conference in Washington. The demonstrations may be the basis of feature stories and pictures for local and state newspapers. (3) Statistical units in state offices should soon have reports available on soil-building practices carried out under the 1939 program, which could be the source of releases for daily papers, radio material on a state basis, and a blank fill-in story for use in local papers. It is suggested that the amount of practices carried out be emphasized as compared with the totals for previous years, rather than the amount of money paid out for practices.

Feature story suggestions for the Southern Region: (1) With the approach of the cotton planting season, a locally-developed feature might be timely which emphasizes increased yields, lower production costs, greater conservation, more food and feed, etc., made possible as a result of decreased acreage in recent years and more soil-building practices. (2) Another suggested story is one pointing out the value of home gardens and the provision for payment included in the AAA Program for the first time this year.

6. North Dakota Calendar--An excellent suggested calendar of information on the 1940 AAA Farm Program, covering the last of December, January and February, was prepared in North Dakota. The outline of the informational plan included the type of material which is released from the state extension office for statewide use, and suggested information which could be prepared in the counties for local distribution. One very important thing the calendar did was to provide for some coordination between state and county releases. A week-by-week information plan like the one prepared in North Dakota should be extremely valuable in operating a unified state-county information plan.
7. Parity Payments--Farmers in the winter wheat area will be filing applications for 1940 parity payments very shortly, and it is likely that payments will start to go out to farmers during March. State and local press and radio releases on these payments could be prepared as payments are made, pointing out the reason for making parity payments, parity rates, how they are made (normal yield of acreage allotments) and other similar data.
8. Cotton Stamp Plan--When the cotton stamp plan gets into operation in the cotton states, there will no doubt be opportunity for local press and radio material in the states. While the stamp plan is being applied to cotton on a more or less experimental basis, it may eventually result in a considerable movement of surplus cotton into trade channels and from an informational standpoint will probably provide considerable material in cotton states.

9. Grant-of-aid Program--Several suggestions for releases on progress of the grant-of-aid program have been included elsewhere in this section, but as an over-all suggestion these releases might well stress the great increase in use of lime and phosphate during the last few years, pointing out that through the AAA Program farmers are able to put long-wanted materials to work on their farms.

Suggestions for Mats and Pictures

1. Minnesota Picture--A good human interest picture on the Ever-Normal Granary was recently put out in Minnesota. The picture illustrated how the Ever-Normal Granary protects both the farmer and the city consumer. On the left half of a two-column layout a small farm girl was shown sitting on top of a pile of corn inside a crib; on the right half of the layout was pictured a small city girl drinking milk at the breakfast table. The copy included the names of children, their parents and other obvious data and explained how an Ever-Normal Granary built up on the farm where the one girl lived, protected the food supply for the little girl who lived in the city. The picture took the place of a good many words which would not have explained the Ever-Normal Granary as effectively as the picture. The same type of picture could be used in other states for both wheat and corn.
2. "Before" Pictures-- The next few weeks, before spring growth starts and AAA practices are put into operation, will be an opportune time for taking "before" pictures for "before and after" sequences which may be used in publications, film strips, motion pictures, and other informational materials later on this year.
3. Grant-of-aid--In the North Central Region, quarrying, delivery and spreading of limestone under the grant-of-aid program should offer abundant picture opportunities. Triple superphosphate will be shipped into many counties by the carload for use under the grant-of-aid program. Farmers will call for the phosphate in trucks and the first farmer in the state to get either of these materials will be a good picture subject for statewide use. Likewise, the first farmer in a county to get limestone or phosphate under the grant-of-aid program will be subject for a good county news shot. (This suggestion also applies in other areas where materials are being offered under the grant-of-aid program for the first time.)
4. Action Pictures--The opportunity to get action pictures of soil-building practices will be enlarged during March, since activity in this part of AAA work will be much greater than during the past several months. States having motion picture equipment could consider getting some footage of pictures on early spring practices.
- t: March 31, 1940--when 1938 wheat loans mature, and April 30, 1940--when 1939 wheat loans mature, are dates to bear in mind for informational purposes. (In some areas farm storage loans on 1939 wheat may be renewed; check with state offices on 1939 loans eligible for renewal).

Wheat cont:

North Central Region -- Signing of applications for 1940 wheat parity payments by winter wheat growers may begin in February, and first payments will probably be made in March. County committees will be occupied with listing work to determine wheat yields, crop insurance premium rates, and wheat allotments for 1941.

Western Region: Applications for 1940 parity payments will be pretty well cleaned up in the winter wheat area during March. (Applications will be filed in other sections; check with state AAA offices for progress in this work.)

Corn:

Instructions for closing the 1939 corn loan program will be issued during the month.

Instructions will also be issued for the re-inspection of all corn now under loan or held at local points by Commodity Credit Corporation. Re-inspection may begin late in March. (See Tips on Coming Events and Developments in AAA.)

Cotton:

Where not already done, final approval will be given on 1940 farm cotton allotments.

County committees will continue work on 1940 normal cotton yields for use with the 1940 marketing quota, the 1940 Agricultural Conservation Program, and the 1940 parity price program.

Crop

Insurance:

County committees will be working on adjustment of loss procedure and determining 1941 yields and rates.

An analysis of the 1940 spring wheat crop insurance sign-up will be issued from the Washington office shortly after the February 29 deadline.

Performance,
Meetings,
Speeches
and
Miscellaneous:

East Central Region-- County and community committeemen will continue to work with farmers in preparing the Farm Plan until April 15. (Local releases could go out in March announcing this date, and pointing out the importance of the Farm Plan, what it means to the individual farm, etc.)

Review committees will complete the review of appeals on tobacco marketing quotas.

Following the regional conference in Raleigh, N. C., February 21, 22, and 23, county and community meetings will be held to discuss the present status of work on the 1940 program and to lay plans for furthering aims in meeting the soil-building goal.

Performance,
Meetings,
Speeches
and
Miscellaneous
(Cont'd.)

East Central Region Cont.

Tracing of farm maps will be in progress in the counties; these maps will be used in connection with checking compliance, as farm and field boundaries will be clearly outlined on the maps. Where practical, farmers will be furnished maps of their farms this spring. (This is a good subject for a press release where done.)

North Central Region -- The signing of farm plans by farmers intending to participate in the 1940 Farm Program will reach a peak for the season during the early part of March. The closing date is May 1.

Individual farm acreage allotments for commercial vegetables will be mailed to farmers during the month.

Two-day meetings have been tentatively scheduled in all states during the second and third weeks of March for discussing the liquidation of wheat loans, 1940 crop insurance loss adjustment, and listing procedure for the determination of 1941 wheat yields, crop insurance premium rates, and wheat allotments.

Northeast Region -- All farmers will be notified of their 1940 allotments prior to March 15.

The sign-up of farmers for 1940 will continue.

Orders will be taken for materials obtained under the grant-of-aid program.

The bulk of the applications for wheat parity payments will be submitted during the month.

Counties will be making a preliminary determination of 1941 normal wheat yields.

Meetings held in the states during March include educational meetings to be held by committeemen, farmer meetings in the program, and farmer-businessmen meetings.

The part of the program to receive most emphasis during the month will be the plans each farmer will make in scheduling his 1940 farming operations in line with the provisions of the 1940 AAA Farm Program.

Performance,
Meetings,
Speeches
and
Miscellaneous
(Cont'd.)

Southern Region -- The work of executing the farm plan sheets for 1940 will continue in the areas where they are being used this year. The farm plan sheets aim at greater conservation, and any local releases about the progress of this activity should point this out.

1939 ACP payments will continue to go out in March.

Committeemen will be requested to contact other farmers of their community and make suggestions for the 1941 AAA Farm Program, which they will send to the state offices. The suggestions will be summarized and forwarded to Washington not later than June 1.

Closing dates for filing applications for payment under the 1939 Agricultural Conservation Program during this period are: Arkansas, March 31; Florida, April 1; Georgia, April 30.

State Handbooks have gone out to all states in sufficient quantities to supply one to each farm operator.

Western Region -- Forms ACP 95 and WR 407, relating to the combination of farms for purposes of the program, must be signed by May 1; considerable progress will be made in this work during March.

Forms WR 406A and WR 406B, the farm plan sheets, will also be prepared by farmers participating in the 1940 Farm Program during March. May 1 is the deadline for signing the farm plans.

Applications for 1939 agricultural conservation payments will be cleaned up during the month. All applications must be in the county offices by March 31.

Most of the 1939 sugar payments will be out by the end of the month.

All 1940 State Handbooks will be out by the end of February.

County and community meetings for educational purposes and for obtaining the 1940 sign-up will continue through March.

Administrator R. M. Evans will speak at the Valley City, N.D., Winter Show, March 5. AAA county and community committeemen will hold a meeting at Valley City during the show.

Soil-Building
Practices:

East Central Region--Practices which can be carried out during March include sealing of lespedeza, legumes, and grasses; planting of forest trees; application of lime and superphosphate to the land. (See section of coming Events and Developments in AAA for tips on possible press release in regard to application of lime.)

North Central Region -- Seeding of all small grains, legumes and grasses will be in progress in some areas.

Limestone and superphosphate will be applied to both cropland and pasture.

Farmers will be laying out and building terraces, laying out contour lines, and building reservoirs and dams.

March will probably see tree-planting activities at peak.

The grant-of-aid program will be in progress in counties where it is in effect.

Northeast Region -- Pastures may be top-dressed with lime and superphosphate.

Farmers may continue forest management practices, and the clean-up in the hurricane-damaged area.

Southern Region -- Lespedeza may be planted in some areas, and summer legumes planted in the lower south. Farmers may also set Kudzu crowns, do strip-cropping, and plant home gardens.

Western Region -- In areas now afflicted with drought, some emergency wind erosion control measures may be needed. (Local press and radio material could be prepared on this, pointing out what the program provides for control of wind erosion. Check with the state AAA committee for this and other practices which can be carried out in your state during March.)

